

ABSTRACT OF THE DISCLOSURE

A system and method that tracks, compiles and stores satellite television user navigational information, without the user being made aware that any data manipulation is taking place.

5 The invention allows advertisers of products or services on satellite television channels to receive compiled television viewer navigational information such as the time of day, the amount of time a user spends viewing a particular advertisement, or "scene" and the location of the viewer. The invention, adaptable for a traditional satellite-communications network (10), includes a series of computer-readable instructions stored at a satellite user's IRD (35), which can be downloaded to allow for navigational tracking. The identity of the scene being viewed, the time of day of that particular viewing, and the length of time spent viewing the scene is logged, temporarily stored in RAM, and its contents flushed to non-volatile memory at predetermined intervals. Periodically, the navigational log information can then be transmitted to a remote site (55), where it can be processed and converted to statistical records to

20 provide valuable marketing information for the provider.

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